

### ABSTRACT

Systems, methodologies, media, and other embodiments associated with pre-sales technical consulting are described. One exemplary system embodiment includes a tracking data store configured to store data concerning an ATC team pre-sales technical consulting engagement, a decision guiding logic configured to facilitate making decisions during the pre-sales technical consulting engagement and a user interface logic configured to facilitate displaying data stored in the tracking data store and decision guiding data provided by the decision guiding logic.